

High School to College and Career Pathway: Secondary

Area of Study: Marketing Education

Pathway: Sales & Service Marketing

Middle School		State Requirements			High School Suggested Education Plan				College & Careers																																																															
7 th Grade	8 th Grade	Middle School		High School	9 th Grade Suggested	10 th Grade Suggested	11 th Grade Suggested	12 th Grade Suggested	Beyond High School																																																															
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts	3.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	(1 additional credit—class of 2011)	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <p>> Certificate</p> <p>> Associate degree</p> <p>> Bachelor's degree</p> <p>> Professional degree</p> <p>> On-the-job training</p> <p>> Apprenticeship</p> <p>> Military training</p>																																																															
Pre-Algebra 1.00	Elem. Algebra or Applied Math 1.00	2.00	Math	2.00	Geometry or Applied Math II 1.00	Intermediate Algebra 1.00	Accounting 1.00																																																																	
Science .50	Science 1.00	1.50	Science	2.00	Earth Systems 1.00	Biological Science 1.00	(1 additional credit—class of 2011)																																																																	
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies	2.50	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50																																																																
P.E. 1.00	Health .50	1.50	P.E./Health	2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50																																																																		
The Arts .50	The Arts .50	1.00	Fine Arts	1.50	Fine Arts Courses 1.50																																																																			
			Financial Literacy	.50	Financial Literacy .50																																																																			
Keyboarding .50			Computer Tech.	.50	Computer Technology .50																																																																			
CTE Intro 1.00		1.00	Career and Technical Education	1.00																																																																				
Workforce Trends Employment opportunities for those pursuing a career in sales and service marketing will be best for those with a college degree. Appropriate knowledge or technical expertise, along with strong social skills, will be necessary for successful selling.		Core Curriculum and elective requirements may vary district to district. Check with your school counselor. Concurrent enrollment course offerings vary by school and district.			Career and Technical Education Recommended Pathway Courses (Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.) CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL				<p>1.00 credit</p> <p>2.00 credits</p> <p>3.00 credits for completion</p>																																																															
Get the Facts According to the U.S. Department of Labor, more than 23 million Americans are employed in the retailing industry in more than 2 million retail establishments.		Many Utah post-secondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional post-secondary Pathways for details.			<table><thead><tr><th>Course #</th><th>Foundation Courses: (required)</th><th>Credit</th></tr></thead><tbody><tr><td>08.0711</td><td>Marketing Semester</td><td>.50</td></tr><tr><td>08.0705</td><td>Retail Management or Retailing School Store</td><td>.50</td></tr><tr><td colspan="2">Elective Courses:</td><td></td></tr><tr><td>08.9904</td><td>Advertising / Promotion</td><td>.50</td></tr><tr><td>08.0710</td><td>Customer Service</td><td>.50</td></tr><tr><td>08.0802</td><td>e-Commerce</td><td>.50</td></tr><tr><td>08.0601</td><td>Economics</td><td>.50</td></tr><tr><td>08.0301</td><td>Entrepreneurship</td><td>.50</td></tr><tr><td>08.0101</td><td>Fashion Merchandising</td><td>.50</td></tr><tr><td>08.0199</td><td>Fashion Merchandising, Advanced</td><td>.50</td></tr><tr><td>08.0211</td><td>Leadership Principles</td><td>.50</td></tr><tr><td>08.0709</td><td>Marketing, Advanced</td><td>.50</td></tr><tr><td>08.1701</td><td>Real Estate</td><td>.50</td></tr><tr><td>08.0705</td><td>Retailing</td><td>.50</td></tr><tr><td>08.0903</td><td>Sports & Entertainment Marketing</td><td>.50</td></tr><tr><td>08.0901</td><td>Travel & Tourism</td><td>.50</td></tr><tr><td>52.0312</td><td>Accounting I</td><td>.50</td></tr><tr><td>52.0211</td><td>Business Management</td><td>.50</td></tr><tr><td>52.0441</td><td>Business Law</td><td>.50</td></tr><tr><td>32.0199</td><td>Student Internship (Critical Workplace Skills)</td><td>.50</td></tr></tbody></table>					Course #	Foundation Courses: (required)	Credit	08.0711	Marketing Semester	.50	08.0705	Retail Management or Retailing School Store	.50	Elective Courses:			08.9904	Advertising / Promotion	.50	08.0710	Customer Service	.50	08.0802	e-Commerce	.50	08.0601	Economics	.50	08.0301	Entrepreneurship	.50	08.0101	Fashion Merchandising	.50	08.0199	Fashion Merchandising, Advanced	.50	08.0211	Leadership Principles	.50	08.0709	Marketing, Advanced	.50	08.1701	Real Estate	.50	08.0705	Retailing	.50	08.0903	Sports & Entertainment Marketing	.50	08.0901	Travel & Tourism	.50	52.0312	Accounting I	.50	52.0211	Business Management	.50	52.0441	Business Law	.50	32.0199	Student Internship (Critical Workplace Skills)	.50
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- Sample Occupations**
- > Marketing Education Teacher
 - > Merchandise Displayer
 - > Purchasing Agent
 - > Purchasing Manager
 - > Retail Sales Manager
 - > Sales Development Coordinator
 - > Wholesale/Retail Broker
 - > Wholesale/Retail Buyer

For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov.

Note: For more information, talk to your school counselor.